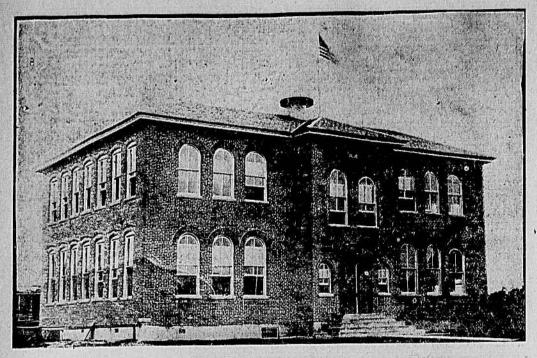
We make a specialty of CHURCH CARPETS.

Estimates cheerfully fur-nished and lowest prices

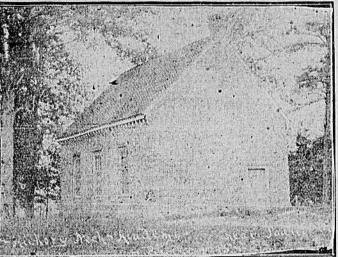
NEW SCHOOL BUILDINGS FOR TOANO



Toano Section Receives Great Impetus in Educational Work.

BUILDING NOW DEDICATED

Ceremonies, Taking Place Last Tuesday, Were Exceedingly Impressive.



Mormanet to Peter Montague

None Rests on Historic Spot

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More Rests on Historic Spo

and Dress Goods Are Here OUR DISPLAY OF NEW DRESS FABRICS represents the newest and best materials for autumn. Come here to learn "what's what" in Silks and Dress

ON THE FIRST FLOOR

The New Autumn Silks

Many stores can teach you the styles—we claim no monopoly on that score. We teach you both style and economy, as our Dress Fabrics and Accessories are always reasonably priced. Styles have undergone a complete change, and you want to be informed of these before making your selections of fall apparel.

Ask to see the New October Fashion and Style Books at our trimming counter.

The Fashionable Dress Goods for autumn include: Fancy Striped Worsteds, Cheviots, Shadow Stripe Serges, Chevron ges, Chevron Stripes and Diagonals, in both the wide and narrow

Of the staple weaves that promise to be very much in demand are Broadcloths, in a great variety of pastel shades. Fashion has expressed her approval thus far of but one kind of Silk, which is Satin-Surface Silks, such as Satin Duchesse, Satin Lumineaux Satin Directoire, Satin Messaline and Satin Liberty.

Two Specially Good Items in Silk for Monday Are Satin Liberty, 50c yard. | Chevron Messalines, 75c yard.

19 inches wide, with very high lustre, in cream, black and evening shades.

19 inches wide, very soft and lustrous, in both street and evening shades.

The Two Specials in Dress Goods for Monday Are French Broadcloths, \$1.98 yard---for the new Directoire Capes.

In a great variety of pastel shades, such as ciel, cream, silver, a nymph, porcelain, carmen, elite, etc.

Chevron Serges, Diagonal and Serge Stripes, \$1 yd. 44 to 45 inches wide, made of pure worsted yarns, in the new-est design stripes and most fashionable colors.

15c and White Linen Finish Suiting, 10c 18c

The famous "Kilkenny" Linen-Finish Cloth, 39 inches

ON THE SECOND FLOOR



Willer & Rhoads

New Suits Making Their Bow

"Kleinert" Dress Shields and Doran Collar and Cuff Pins begin on the main

We've sold more New Fall Suits during the past week or so than in any previous August.

Various reasons for this—the weather, of course, among other things, but principally because values like these suits have never been shown before in Richmond.

mond.

Take the Suit we're illustrating as an example. When have you over seen such correctness of line and style \$13.50

27-inch Prince Chap Coat, breast and hip pockets, long sleeves, collar trimmed with black satin, buttons to match, satin lined; Full plaited skirt, with deep fold around the bottom; excellent quality cloth; solid colors of black, red, green, blue and brown; also blue and gray \$13.50.

Broadcloth Suits, 36-inch semi-fitting coats, breast and hip pockets, collar, pockets and cuffs, trimmed with black satin, slashed back, trimmed with black satin, slashed back, trimmed with buttons to match, lined with satin, new style, 11-gore skirt, panel front, trimmed with buttons, wide fold around the bottom; green, black and \$19.50.

In narrow stripes of blue, red and bronze.

Mannish Mixture Suits, in narrow stripes of blue, red and bronze green; also wide stripes of dark gray and brown; 35-inch semi-fitting coat trimmed with straps front and back, velvet collar, fancy cuffs, lined with black and white satin, 13-gore skirt, trimmed in front with straps and black velvet buttons; three narrow folds \$23.50

Self-stripe Hard Finish Serge Suits; 39-inch semi-fitting coat, Gibson effect of black satin over shoulder, with a satin band running to the bottom of the coat, black satin buttons and fancy soutache braid to match; black satin, collar and cuffs; new 9-gore skirt, buttoned up the front, wide fold at bottom; brown, navy \$28.75

New Lace Waists, \$3.95

"What lovely waists!" was the exclamation of one woman when she saw them yesterday. Ecru and white, beautifully trimmed with rows of cluny and Val. lace; square yoke effect of tucked net, fancy medallions and white silk, short kimono sleeve. This description doesn't begin to do justice to these waists. See them!

Fancy Silk Waists, \$5.98

